

In the Claims

Please add the following to the top of page 9, before claim 1:

We claim:

1. [Previously Amended] A method for providing video advertising where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the method comprising:

selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer;

inserting the selected video advertising into the video stream that transfers the selected video content to the target viewer; and

disabling fast-forward capability when the selected video advertising is displayed.

2. [Original] The method of claim 1 further comprising determining insertion points in the selected video content for the selected video advertising and inserting the selected video advertising at the insertion points.

3. [Original] The method of claim 1 further comprising transferring the selected video content to the target viewer over a first transport system and transferring the selected video advertising to the target viewer over a second transport system, wherein the first transport system uses greater bandwidth for video transfer than the second transport system.

4. [Original] The method of claim 1 further comprising transferring the selected video content to the target viewer over a transport system and transferring the selected video advertising to the target viewer over the transport system using spare capacity in the video stream.

5. [Previously Amended] The method of claim 1 further comprising selecting the selected video advertising based on a viewer profile for the target viewer.
6. [Original] The method of claim 1 wherein inserting the selected video advertising comprises using a target viewer device.
7. [Original] The method of claim 1 further comprising caching the video advertising using a target viewer device.
8. [Original] The method of claim 1 further comprising displaying the selected video content and the selected video advertising to the target viewer.
9. [Cancelled]
10. [Original] The method of claim 1 further comprising re-displaying the selected video advertising after rewinding the selected video content.
11. [Original] The method of claim 1 further comprising receiving the request from the target viewer for the selected video content, and in response, transferring the selected video content in the video stream to the target viewer.

12. [Previously Amended] A video advertising insertion system where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the video advertising insertion system comprising:

a processing system configured to select video advertising that has a subject matter relation to the selected video content requested by the target viewer and to disable fast-forward capability when the selected video advertising is displayed; and

an interface configured to insert the selected video advertising into the video stream that transfers the selected video content to the target viewer.

13. [Original] The video advertising insertion system of claim 12 wherein the processing system is configured to determine insertion points in the selected video content for the selected video advertising and the interface is configured to insert the selected video advertising at the insertion points.

14. [Original] The video advertising insertion system of claim 12 further comprising a first transport system configured to transfer the selected video content to the target viewer and a second transport system configured to transfer the selected video advertising to the target viewer, wherein the first transport system uses greater bandwidth for video transfer than the second transport system.

15. [Original] The video advertising insertion system of claim 12 further comprising a transport system configured to transfer the selected video advertising to the target viewer using spare capacity in the video stream.

16. [Original] The video advertising insertion system of claim 12 comprising a target viewer device that includes the interface.

17. [Original] The video advertising insertion system of claim 16 wherein the target viewer device further comprises a storage medium configured to cache the video advertising.

18. [Original] The video advertising insertion system of claim 12 further comprising a display configured to display the selected video content and the selected video advertising to the target viewer.

19. [Cancelled]

20. [Original] The video advertising insertion system of claim 12 wherein the processing system and the interface are configured to re-display the selected video advertising after rewinding the selected video content.

21. [Original] The video advertising insertion system of claim 12 further comprising the video-on-demand system configured to receive the request from the target viewer for the selected video content, and in response, transfer the selected video content in the video stream to the target viewer.

22. [Previously Amended] A product comprising a processor-readable storage medium storing processor-executable instructions for performing the following method for providing video advertising where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the method comprising:

selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer;

directing an interface to insert the selected video advertising into the video stream that transfers the selected video content to the target viewer; and

disabling fast-forward capability when the selected video advertising is displayed.

23. [Original] The product of claim 22 wherein the method further comprises determining insertion points in the selected video content for the selected video advertising and directing the interface to insert the selected video advertising at the insertion points.

24. [Cancelled]

25. [Original] The product of claim 22 wherein the method further comprises directing the interface to re-display the selected video advertising after the selected video content is rewound.

26. [Original] The product of claim 22 wherein the method further comprises receiving and processing the request from the target viewer for the selected video content.

27. [Previously Amended] The product of claim 22 further comprising selecting the selected video advertising based on a viewer profile for the target viewer.